

ORDER



KPNX

Orders	Order / Rev:	719259 - 1	 KPNX	
	Alt Order #:	06355377		
	Product Desc:	NRCC IE Flight 10/12-10/18, 2012		
	Estimate:	3267		
	Flight Dates:	10/12/12 - 10/18/12		
	Original Date / Rev:	10/03/12 / 10/03/12		
	Order Type:	Political		
Agency	Name:	National Media Research Planning/ PC		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		815 Slaters Lane	Billing Cycle:	EOM/EOC
		Alexandria, VA 22314	Agency Commission:	15%
Advertiser	Name:	NRCC-IE		
	Demographic:	A35-64	New Business Thru:	
	Product Codes:	PL-State/Local,IS-Issue/Non	Order Separation:	00:15:00
	Priority:	P-5	Advertiser External ID:	
	Revenue Codes:	AGY, GEN, POL	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/18/12	47	\$44,200.00	\$37,570.00	October 2012	47	\$44,200.00	\$37,570.00	80.80
					Totals	47	\$44,200.00	\$37,570.00	80.80

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn	North America	USA	Start Of Order - End Of Order	100%

Jim Quinn Start Of Order - End Of Order 100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/12/12	10/12/12	M-F 3-4p Ellen	CM	3-4p	-----F--	:30	1	\$500.00	P-2	1.30	NM	1	\$500.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----F--		1	\$500.00			1.30					
2	KPNX	10/12/12	10/12/12	M-F 4-5p 12 News EVB	CM	4-5p	-----F--	:30	2	\$500.00	P-2	1.10	NM	2	\$1,000.00
12 NEWS EVB LV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----F--		2	\$500.00			1.10					
3	KPNX	10/12/12	10/12/12	M-F 430-5a M-F 430-5a	CM	430-5a	-----F--	:30	1	\$30.00	P-2	0.30	NM	1	\$30.00
12NWS TDY 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----F--		1	\$30.00			0.30					
4	KPNX	10/12/12	10/12/12	M-F 5-530p M-F 5-530p	CM	5-530p	-----F--	:30	1	\$800.00	P-2	1.30	NM	1	\$800.00
12 NWS 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----F--		1	\$800.00			1.30					
5	KPNX	10/12/12	10/12/12	M-F 6-630p 12 News 6pm	CM	6-630p	-----F--	:30	1	\$1,200.00	P-2	2.00	NM	1	\$1,200.00
ARIZ NGHTLY NW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----F--		1	\$1,200.00			2.00					

Order / Rev: 719259 - 1
Alt Order #: 06355377
Flight Dates: 10/12/12 - 10/18/12

Advertiser: NRCC-IE
Product Desc: NRCC IE Flight 10/12-10/18, 2012
Estimate: 3267

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount					
6	KPNX	10/12/12	10/12/12	M-F Today Show	7-9a	CM	7-9a			:30	1	\$850.00	P-2	1.70	NM	1	\$850.00			
TODAY SHW																				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>								
Week: 10/08/12																				
7	KPNX	10/15/12	10/15/12	M-F 3-4p		CM	3-4p				M-----		:30	1	\$500.00	P-2	1.30	NM	1	\$500.00
ELLEN																				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>								
Week: 10/15/12																				
8	KPNX	10/15/12	10/15/12	M-F 4-5p		CM	4-5p				M-----		:30	2	\$500.00	P-2	1.10	NM	2	\$1,000.00
12 NEWS EVB LV																				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>								
Week: 10/15/12																				
9	KPNX	10/15/12	10/15/12	M-F 430-5a		CM	430-5a				M-----		:30	1	\$30.00	P-2	0.30	NM	1	\$30.00
12NWS TDY 430A<																				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>								
Week: 10/15/12																				
10	KPNX	10/15/12	10/15/12	M-F 5-530p		CM	5-530p				M-----		:30	1	\$800.00	P-2	1.30	NM	1	\$800.00
12 NWS 5																				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>								
Week: 10/15/12																				
11	KPNX	10/15/12	10/15/12	M-F 6-630p		CM	6-630p				M-----		:30	1	\$1,200.00	P-2	2.00	NM	1	\$1,200.00
ARIZ NGHTLY NW																				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>								
Week: 10/15/12																				
12	KPNX	10/15/12	10/15/12	M-F Today Show	7-9a	CM	7-9a				M-----		:30	1	\$850.00	P-2	1.70	NM	1	\$850.00
TODAY SHW																				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>								
Week: 10/15/12																				
13	KPNX	10/13/12	10/13/12	Sa 10pm News		CM	10-1030p				-----S-		:30	1	\$2,400.00	P-2	3.90	NM	1	\$2,400.00
12 NWS 10<																				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>								
Week: 10/08/12																				
14	KPNX	10/13/12	10/13/12	Saturday Night Live		CM	1030p-1205a				-----S-		:30	1	\$2,200.00	P-2	4.30	NM	1	\$2,200.00
SAT NITE LIVE																				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>								
Week: 10/08/12																				
15	KPNX	10/13/12	10/13/12	Sat Prime B		CM	8-9p				-----S-		:30	2	\$1,200.00	P-2	2.30	NM	2	\$2,400.00
DRAMA ENCORES																				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>								
Week: 10/08/12																				
16	KPNX	10/13/12	10/13/12	Sat Prime C		CM	9-10p				-----S-		:30	2	\$1,200.00	P-2	1.90	NM	2	\$2,400.00
DRAMA ENCORES																				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>								
Week: 10/08/12																				
17	KPNX	10/14/12	10/14/12	SUN TDY		CM	5-9a				-----S		:30	2	\$450.00	P-2	1.10	NM	2	\$900.00
SUN TODAY-NBC																				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>								
Week: 10/08/12																				
18	KPNX	10/14/12	10/14/12	NBC Today Show (Su)		CM	9-10p				-----S		:30	2	\$2,000.00	P-2	4.10	NM	2	\$4,000.00

Order / Rev: 719259 - 1
Alt Order #: 06355377
Flight Dates: 10/12/12 - 10/18/12

Advertiser: NRCC-IE
Product Desc: NRCC IE Flight 10/12-10/18, 2012
Estimate: 3267

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Local Prime Special Connecting Arizona		(9:00 PM-10:00 PM)									
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/08/12	10/14/12	-----S		2	\$2,000.00								
19	KPNX	10/18/12	10/18/12	M-F 3-4p Ellen	CM	3-4p	---	:30	1	\$500.00	P-2	1.30	NM	1	\$500.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	---T---		1	\$500.00								
20	KPNX	10/18/12	10/18/12	M-F 4-5p 12 News EVB	CM	4-5p	---	:30	2	\$500.00	P-2	1.10	NM	2	\$1,000.00
12 NEWS EVB LV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	---T---		2	\$500.00								
21	KPNX	10/18/12	10/18/12	M-F 430-5a M-F 430-5a	CM	430-5a	---	:30	1	\$30.00	P-2	0.30	NM	1	\$30.00
12NWS TDY 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	---T---		1	\$30.00								
22	KPNX	10/18/12	10/18/12	M-F 5-530p M-F 5-530p	CM	5-530p	---	:30	1	\$800.00	P-2	1.30	NM	1	\$800.00
12 NWS 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	---T---		1	\$800.00								
23	KPNX	10/18/12	10/18/12	M-F 6-630p 12 News 6pm	CM	6-630p	---	:30	1	\$1,200.00	P-2	2.00	NM	1	\$1,200.00
ARIZ NGHTLY NW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	---T---		1	\$1,200.00								
24	KPNX	10/18/12	10/18/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	---	:30	1	\$850.00	P-2	1.70	NM	1	\$850.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	---T---		1	\$850.00								
25	KPNX	10/16/12	10/16/12	M-F 3-4p Ellen	CM	3-4p	-T-----	:30	1	\$500.00	P-2	1.30	NM	1	\$500.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	-T-----		1	\$500.00								
26	KPNX	10/16/12	10/16/12	M-F 4-5p 12 News EVB	CM	4-5p	-T-----	:30	2	\$500.00	P-2	1.10	NM	2	\$1,000.00
12 NEWS EVB LV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	-T-----		2	\$500.00								
27	KPNX	10/16/12	10/16/12	M-F 430-5a M-F 430-5a	CM	430-5a	-T-----	:30	1	\$30.00	P-2	0.30	NM	1	\$30.00
12NWS TDY 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	-T-----		1	\$30.00								
28	KPNX	10/16/12	10/16/12	M-F 5-530p M-F 5-530p	CM	5-530p	-T-----	:30	1	\$800.00	P-2	1.30	NM	1	\$800.00
12 NWS 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	-T-----		1	\$800.00								
29	KPNX	10/16/12	10/16/12	M-F 6-630p 12 News 6pm	CM	6-630p	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
ARIZ NGHTLY NW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/15/12	10/21/12	-T-----		1	\$1,200.00								
30	KPNX	10/16/12	10/16/12		CM	7-9a	-T-----	:30	1	\$850.00	P-2	1.70	NM	1	\$850.00

Order / Rev: 719259 - 1
Alt Order #: 06355377
Flight Dates: 10/12/12 - 10/18/12

Advertiser: NRCC-IE
Product Desc: NRCC IE Flight 10/12-10/18, 2012
Estimate: 3267

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Today Show 7-9a NBC Today Show															
TODAY SHW															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/15/12	10/21/12	-T-----	1	\$850.00	1.70										
31	KPNX	10/16/12	10/16/12	Tue Prime B The Voice	CM	8-9p	- T-----	:30	2	\$4,000.00	P-2	5.90	NM	2	\$8,000.00
GO ON/NEW NORM															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/15/12	10/21/12	-T-----	2	\$4,000.00	5.90										
32	KPNX	10/17/12	10/17/12	M-F 3-4p Ellen	CM	3-4p	-- W----	:30	1	\$500.00	P-2	1.30	NM	1	\$500.00
ELLEN															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/15/12	10/21/12	-- W----	1	\$500.00	1.30										
33	KPNX	10/17/12	10/17/12	M-F 4-5p 12 News EVB	CM	4-5p	-- W----	:30	2	\$500.00	P-2	1.10	NM	2	\$1,000.00
12 NEWS EVB LV															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/15/12	10/21/12	-- W----	2	\$500.00	1.10										
34	KPNX	10/17/12	10/17/12	M-F 430-5a M-F 430-5a	CM	430-5a	-- W----	:30	1	\$30.00	P-2	0.30	NM	1	\$30.00
12NWS TDY 430A<															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/15/12	10/21/12	-- W----	1	\$30.00	0.30										
35	KPNX	10/17/12	10/17/12	M-F 5-530p M-F 5-530p	CM	5-530p	-- W----	:30	1	\$800.00	P-2	1.30	NM	1	\$800.00
12 NWS 5															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/15/12	10/21/12	-- W----	1	\$800.00	1.30										
36	KPNX	10/17/12	10/17/12	M-F 6-630p 12 News 6pm	CM	6-630p	-- W----	:30	1	\$1,200.00	P-2	2.00	NM	1	\$1,200.00
ARIZ NGHTLY NW															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/15/12	10/21/12	-- W----	1	\$1,200.00	2.00										
37	KPNX	10/17/12	10/17/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	-- W----	:30	1	\$850.00	P-2	1.70	NM	1	\$850.00
TODAY SHW															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/15/12	10/21/12	-- W----	1	\$850.00	1.70										

*Tax 1 Note: Tax 0.5%.

Totals

47

\$44,200.00